

1965

Meetings and seminars

Anonymous

Follow this and additional works at: https://egrove.olemiss.edu/dl_tr



Part of the [Accounting Commons](#), and the [Taxation Commons](#)

Recommended Citation

Quarterly, Vol. 11, no. 2 (1965, June), p. 42

This Article is brought to you for free and open access by the Deloitte Collection at eGrove. It has been accepted for inclusion in Touche Ross Publications by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

Meetings and Seminars

The Partners-in-charge Meeting in Chicago . . .

Richard Wallen, vice president of the Personnel Research and Development Corporation, spoke on "Persuasive Communications" at the partners-in-charge meeting held in Chicago during the last week in April. Mr. Wallen is author of a textbook and numerous papers on clinical psychology, and is noted as a teacher and lecturer.



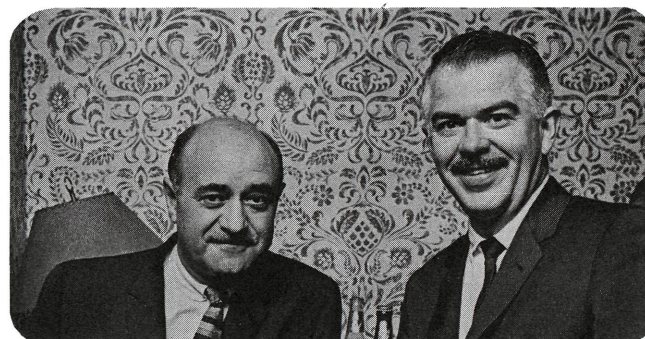
The IRI Advanced Management Field Trip . . .

Donald F. Blankertz, director of Wharton Graduate School of University of Pennsylvania, chats with Dott. Giuliano Coppola D'Anna of Dalmire Steel Company, prior to his presentation on marketing concepts before visiting Institute of Industrial Reconstruction managers last month. The group of business leaders from Italy spent 3 weeks on an advanced management field trip planned and conducted by Louis J. D'Amore of the TRB&S Advanced Business Systems office. Major companies were visited in New York, Boston, Rochester, Chicago and Pittsburgh. This is the second trip Mr. D'Amore has organized for members of I.R.I.



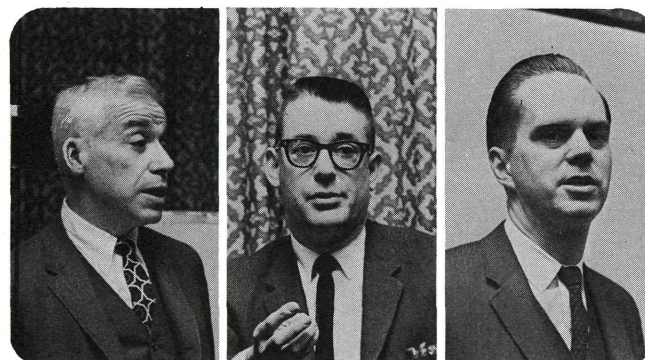
The Annual Retail Services Seminar in New York . . .

Jack Margolis, president of Marrud, Inc., discussed current business problems of the discount industry and answered questions of our retail group at the annual retail services seminar. He is shown with Hugh Dysart, TRB&S partner in charge in Boston. Marrud, a major leased department operator in some four hundred discount stores, is a client of the Boston office.



The Marketing Services Training Program in Detroit . . .

The marketing services program, which was conducted for our top level consultants, outlined in detail the marketing areas in which TRB&S can provide outstanding service to business. The topics covered included organization and the marketing function; marketing strategy; measuring and controlling marketing efforts; marketing research; sales, forecasting, and pricing. Guest speakers were Dr. Michael Schiff, from the Graduate School of Business at New York University, and Michael Halbert, technical director at the Marketing Science Institute. George Craighead was program chairman.



Dr. Michael Schiff

Michael Halbert

George Craighead